



## TAEP Producer Diversification Program

# Agritourism Criteria

For Fiscal Year 2010 – 2011

### Program Criteria:

- This information is current as of **April 1, 2010** and is a supplement to the TAEP 2010 Application and Guidelines.
- ***What is Agritourism?*** For the purposes of TAEP, an Agritourism operation offers on-the-farm experiences incorporating or relating to production agriculture and aimed at increasing profitability of the operation.
  - Farm activities (fee-fishing, pick your own)
  - Farm education (tours of production agriculture)
  - Farm fun (corn maze, hayrides)
  - Farm purchases (retail sales of farm's agricultural products)
- **Producers** are eligible for the following cost share percentages for qualified expenses:
  - **Standard** - 35% cost share up to a maximum of \$10,000.
  - **Priority** - 50% cost share up to a maximum of \$15,000 for producers meeting special requirements for select items.
- The proposed activity must encompass **quality expansion** or **improvement** of the applicant's farm and business. Eligible categories include:
  - Farm Infrastructure
  - Specialty Equipment
  - Marketing

### Competitive Projects – Agritourism:

Emphasis is given to projects that focus on long term public use considerations that increase opportunities for profitability. Marketing projects that are long term in nature are also encouraged to enhance outreach of the farm to the public.

## **Priority Cost Share – Special Requirements for 50% Cost Share:**

### ***Who is eligible?***

The applicant must have attended (1) of the following conferences **AND** (1) of the following workshops, sponsored by TDA/UT, prior to reimbursement deadline.

- Agritourism Conference (2008, 2009, 2010, 2011)
- Agritourism Workshop (2008, 2009, 2010)

### ***What items are eligible for the 50% priority cost share?***

- Brochures
- Hand washing stations
- Handicap accessible areas
- Lighting – *public areas*
- Maps – *directional for customers*
- Parking areas – *gravel or pavement*
- Pavilions – *educational*
- Public address (PA) systems
- Restroom facilities
- Retail shelters
- Safe way areas
- Signs
- Web site development

### ***What items are eligible for the 35% standard cost share?***

All of the items listed above (under priority cost share) are eligible for 35% if the applicant does not meet the special requirements for priority cost share.

Advertising -	Greenhouse – structure	Tables
- <i>billboard</i>	Hayride wagon *	Tents
- <i>internet</i>	Irrigation system	Fruit stock
- <i>newsprint</i>	Mulch layer/lifter	- <i>blackberries</i>
- <i>radio</i>	Row covers	- <i>blueberries</i>
- <i>television</i>	Scale – <i>fruit/produce</i>	- <i>raspberries</i>
DVD - <i>educational</i>	Seating *	- <i>apples</i>
Fertilizer equipment	Sink – <i>fruit/produce</i>	- <i>etc.</i>
Fishing platform *	Spray equipment	Walk-in cooler/freezer
Goat ramp *	Sprayer	

**\* Items only eligible for Agritourism operations.**

### ***What are some items that are ineligible for cost share?***

Arena – <i>livestock</i>	Give-a-way items	Product development
ATV	Golf Cart	Property – <i>purchase or debt payment</i>
Barn – <i>livestock, storage</i>	Labor – <i>applicant or employees of applicant</i>	Renovations of existing structures
Bed & Breakfast projects	Landscaping	Seeds – <i>produce, nursery, flowers, etc</i>
Building – <i>storage</i>	Land – <i>clearing of</i>	Software
Building – <i>show facility</i>	Livestock	Store – <i>for resale of goods</i>
Chemicals	Maintenance of existing structures	Tractor
Computer	Meeting expenses	Trade show expenses
Concession stands	Merchandise	Trailers – <i>livestock</i>
Containers - <i>bottles, pots</i>	Motorized vehicles	Used equipment
Drip tape	Motorized amusement rides	Water source creation – <i>ponds/wells</i>
Driveways	Mower	Website – <i>annual or hosting fees</i>
Electrical service	Office equipment	Wells – <i>drilling of</i>
Fees – <i>membership, hosting, domain</i>	Permits	
Fencing	Pesticides	
Fertilizer	Ponds – <i>digging of for a water source</i>	
Forklift		
Fuel		

### **Regulatory Reminder:**

Producers must meet all state and local regulatory requirements to be eligible for cost share reimbursement.

### **Contact:**

- For more information regarding the TAEP Producer Diversification Program – contact **Jon Frady** at 615-837-5344 or [Producer.Diversification@TN.gov](mailto:Producer.Diversification@TN.gov)
- For information regarding TDA Market Development & Agritourism – contact **Pamela Bartholomew** at 615-837-5348 or [Pamela.Bartholomew@TN.gov](mailto:Pamela.Bartholomew@TN.gov)
- Check for updates at <http://www.TN.gov/agriculture/enhancement> or 1-800-342-8206